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**REMARKS**

Claims 1-4, 26, 27 and 32-35 are pending herein. Claims 5-25 and 28-31 have been cancelled without prejudice or disclaimer. Claim 1 has been amended as supported by specification page 110, lines 9-27, for example. New claims 32-35 are added hereby and are also supported by specification page 110, lines 9-27, for example.

1. Applicants affirm the provisional election to prosecute claims 1-4, 26 and 27. Claims 5-25 and 28-31 have been withdrawn from consideration as being drawn to non-elected inventions, and thus have been cancelled without prejudice or disclaimer. Applicants reserve the right under 35 USC §121 to file a divisional application for the non-elected claims.

2. Claims 1-3 and 26 were rejected under §102(b) over Shimizu et al. To the extent that this rejection might be applied against the amended claims, it is respectfully traversed.

Pending independent claim 1 recites a display system including a display and a display area-separating section that separates a display area of the display into moving picture and still picture display areas. Claim 1 has been amended to clarify that gradational expressions of images in each of the moving picture and still picture display areas are separately formed.

In one embodiment, the gradational expression of the still picture image results from a plurality of picture elements that are fixed in an ON/OFF state (for example, see claim 32). The gradational expression of the moving picture image can be formed by driving a plurality of picture elements that have different ON/OFF states for each frame of the moving picture display (for example, see claim 33). The gradational expression of the moving picture image can also be formed by temporal modulation of the plurality of picture elements (for example, see claim 34). The gradational expression of the moving picture image can also be formed by subfield driving and/or linear subfield driving of the plurality of picture elements (for

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example, see claim 35).

Applicants discovered that a lower power-consuming mixed field display results if the gradational expressions of each of a still picture image and a moving picture image shown on separate areas of the display are separately controlled using separate gradational expression controlling means (see, for example, specification page 110, line 9 -- page 111, line 12). For example, the overall electric power consumption of the display can be greatly reduced because the dots forming the still image picture elements are driven and displaced separately from the dots forming the moving image picture elements, and are preferably only driven and displaced when the displayed still picture image is rewritten with another image (see, for example, specification page 110, lines 24-26). Applicants respectfully submit that the applied prior art, discussed below, does not disclose or suggest controlling the gradational expressions of separate still picture and moving picture images shown in separate display areas using separate gradational expression controlling means, as now claimed.

With reference to Fig. 2 of Shimizu, control circuit 6 selects the drive mode between a first mode in which first display area 21 is driven in a 2  $\alpha$  mode and second display area 22 is driven in a 1  $\alpha$  mode, and a second mode in which the whole LCD panel 2 is driven in the 1  $\alpha$  mode. If an animation image including subtitles, such as that of video game software and foreign films, is displayed, first display area 21 is selected as the 2  $\alpha$  drive and second display area 22 is selected as the 1  $\alpha$  drive (see column 12, lines 16-40).

Applicants respectfully submit that Shimizu does not disclose or suggest controlling the gradational expressions of each of first and second display areas 21 and 22, respectively, using separate gradational expression controlling means, as claimed. Again, according to the present invention, since the still picture elements are driven and displaced separately from the moving picture elements and preferably only when the displayed still picture is rewritten with

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another still picture image, the overall electric power consumption of the claimed display can be greatly reduced. Shimizu does not disclose or suggest the relatively lower electric-power consumption features attributable to the features now recited in pending claim 1.

With respect to pending independent claim 26, that claim recites a method for managing a display by supplying address data from a central facility connected to a network. Fig. 2 of Shimizu, for example, discloses that common analog and segment analog multiplexers 35 and 41, respectively, are components of scanning circuit 3 and display data supply circuit 4, respectively. Accordingly, Shimizu does not disclose or suggest that an interface circuit connects the LCD device to a central facility over a network (for example, see Fig. 59 of the present application), as claimed. If the PTO intends to again reject claim 26 over Shimizu, the PTO is herein requested to specifically identify disclosure in Shimizu showing that an interface circuit connects Shimizu's device to a central facility over a network.

In view of all of the foregoing, reconsideration and withdrawal of the §102(b) rejection over Shimizu et al. are respectfully requested.

3. Claims 4 and 27 were rejected under §103(a) over Shimizu in view of Takeuchi et al. (assigned to the same assignee as that of the present case). This rejection is respectfully traversed.

The PTO states that "it would have been obvious to utilize the optical waveguide plate and the light source as taught by Takeuchi et al. in the liquid crystal display device disclosed by Shimizu et al." (see Office Action page 6). Applicants respectfully disagree.

Pending claims 4 and 27 each recite, among other things, that an actuator element contacts an optical guide plate in accordance with an attribute of an image signal to control leakage light at a predetermined portion of the optical guide plate. While Takeuchi's display

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device operates under substantially the same light emission principle as that recited in pending claims 4 and 27, Shimizu's LCD device operates under the principle that voltage is applied to liquid crystals interposed between glass substrates (see column 4, lines 19-20). Accordingly, it is respectfully submitted that skilled artisans would understand that Takeuchi's optical guide plate could not be utilized in Shimizu's LCD device because Takeuchi's and Shimizu's display devices operate under entirely different light emission principles.

In view of all of the foregoing, reconsideration and withdrawal of the §103(a) rejection over Shimizu in view of Takeuchi et al. are respectfully requested.

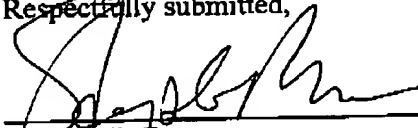
If the Examiner believes that contact with Applicants' attorney would be advantageous toward the disposition of this case, the Examiner is herein requested to call Applicants' attorney at the phone number noted below.

The Commissioner is hereby authorized to charge any additional fees associated with this communication or credit any overpayment to Deposit Account No. 50-1446.

June 9, 2003

Date

Respectfully submitted,

  
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